BASIC/CAMBRIDGE PROGRAM

INCENTIVE ITEMS:

BASIC ITEMS -

POS #/ITEM DESCRIPTION	*PURCHASE REQUIRED*	*SHIPPED FROM*
66666/Lighters	For completed Survey	PMX
65200/4 decks Playing Cards	1 carton	PMX
Road Trip Items (together)	1 carton	
65176/Visor Organizer		
65177/Keychain Flashlight		
70883/Large Flashlight	1 carton	PMX
66695/T-shirt	1 carton	PMX
65186/Tool Kit	2 carton	PMX
74146/Sweat Shorts	2 carton	CRI
74161/Zippo Lighter	3 carton	CRI
74148/Sweat Shirts	3 carton	CRI
74147/Sweat Pants	3 carton	CRI
/Sweat Suit	5 carton	CRI

*See items listed above - sweat suit consists of a Basic Sweat Shirt and a Basic Sweat pant which are listed as separate items above.

CAMBRIDGE ITEMS -

67113/Lighters	For completed Survey	CRI
67230/Umbrella	1 carton	PMX
73812/Cap	1 carton	CRI
73816/Blanket	2 carton	CRI
67118/Sweatshirt	3 carton	Kearny
77450/Mock Turtleneck	2 carton	USCO
73831/Watch	3 carton	CRI
73833/Zippo Lighter	3 carton	CRI
/Sweat Suit	5 carton	USCO
77448/shirt		
77447/shirt		
77445/pants		
77446/pants		

These last 4 POS #/items make up the Sweat Suit - there are 2 different Cambridge suits consisting of a shirt and pants.

73809/Stereo	5 carton	CRI

Any two Basic/Cambridge items for 8 cartons of purchases. The Basic and Cambridge items can

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be mixed and if a consumer elects to receive 2 sweat suits they may. The 8 carton purchase allows them to have 2 of any item, including the 5 carton levels of incentives.

NON-INCENTIVE ITEMS -

BASIC NON - INCENTIVES:

POS #/ITEM DESCRIPTION	*REMOVE/LEAVE BEHIND*	*SHIPPED FROM*
66667/Ashtrays	To be used at Kiosk	PMX
76715/Banners 6x2	Remove from each event	PMX
77025/Banners 9x3	Remove from each event	PMX
88053/Poster kit L/S	Leave 1 at each store	PMX
88057/Mobile/Change Mat	Leave 1 at each store	PMX
88051/Starburst Kit	Remove at end of day - no price written, only van info.	PMX
66631/Street Sign	Remove from each event	KDC

CAMBRIDGE NON-INCENTIVES:

88028/POS Van kit - includes:		
67274/Poster	Leave at store	PMX
67271/Dangler	Leave at store	PMX
67272/Static Cling	Leave at store	PMX
67303/Shelf Talker	Leave at store	PMX
79193/Mobile	Leave at store	PMX
86030/Banner Kit	Remove from each event	PMX

The following items are found for both Basic and Cambridge brands:

78385/Survey Cards	Used at kiosk for either brand as well as no purchases made	LBCO
Clipboards	Used at van - 7/van	PM NY
74134/Small Pencils	Used at van	Kearny
49761/Plastic Bags	Used at van	Kearny
Uniforms/Golf Shirts	SPR - Lexington/Tulsa/Phoenix Jacksonville	PM NY
Uniforms/Jackets	All SPR's	PM NY
Out of Stock Stickers	Used at van	Powerforce
Menu boards/Cambridge	Used at van	PM NY
Menu boards/Basic	Used at van	PM NY
68882/Carton Display	Used for inside set up if needed	Kearny
Uniforms/Turtlenecks	SPR - Harrisburg	PM NY

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BRAND	Item	Location	POS #	Quantity to Each Region	Total Quantity	Carton Req
BASIC	Ashtrays	PMX	66667	50	250	FOR BOOTH
BASIC	Lighters	PMX	66666	3,000	15,000	FOR SURVEY
CAMBRIDGE	Lighters	CRI	67113	3,000	15,000	FOR SURVEY
BASIC	2 Cassettes/2 Decks	PMX				1
	R&B	PMX	66609	1,800	9,000	
	Country	PMX	66606	1,800	9,000	
	Playing Cards (2 decks	PMX	65200	3,000	15,000	
BASIC	Road Trip Items	PMX				1
	Visor Organizor		65176	2,000	10,000	
	Keychain Flashlight		65177	2,000	10,000	
BASIC	Large Flashlight	PMX	70883	1,600	8,000	1
BASIC	T-Shirt	PMX	66695	3,000	15,000	1
CAMBRIDGE	Umbrella	PMX	67230	3,000	15,000	1
CAMBRIDGE	Camera	PMX	67204	1,000	5,000	1
CAMBRIDGE	Cap	CRI	73812	300	1,500	1
BASIC	Tool Kit	PMX	65186	600	3,000	2
BASIC	Sweat Shorts	CRI	74146	300	1,500	2
CAMBRIDGE	Sweatshirt	Kearny	67118	1,000	5,000	3
CAMBRIDGE	Blanket	CRI	73816	300	1,500	2
CAMBRIDGE	Mock Turtleneck	USCO	77450	500	2,500	2
BASIC	Zippo Lighter	CRI	74161	200	1,000	3
BASIC	Sweat Shirts	CRI	74148	300	1,500	3
BASIC	Sweat Pants	CRI	74147	300	1,500	3
CAMBRIDGE	Watch	CRI	73831	200	1,000	3
CAMBRIDGE	Zippo Lighter	CRI	73833	500	2,500	3
BASIC	Sweat Suit	CRI	see above	see above	see above	5
CAMBRIDGE	Sweatsuit	USCO	77448 (shirt)	250 sets	1,250	5
			77447 (shirt)			
			77445 (pants)			
			77446 (pants)			
CAMBRIDGE	Panasonic Personal Stereo	CRI	73809	300	1,500	5
CAMB/BASIC	Any 2 items					8

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Basic/Cambridge Non Incentive Support Materials

POS Item Number	Description	Location	Brand	Quantity to each market	Status
	DIRECT Mail				
78385	Survey Cards/p/f 100	LBCO	Basic Camb.	5,000	Give addrs. M. Yates
	Clipboards/p/f 1	120 P. Ave	Basic/Camb	12	Ship by 1/12/95
74134	Small Pencils/p/f 144	KDC	Basic /Camb.	[illegible]	Ship by 1/11/95
	Rapid Response	Brand	Basic /Camb.		Brand to handle
	POS				
88028	Pos Van Kit	PMX	Cambridge	4 Kits	Ship by 1/12/95
	Poster/p/f 10(pos 67274)	PMX	Cambridge		Ship by 1/12/95
	Dangler/p/f 10(pos 67271)	PMX	Cambridge		Ship by 1/12/95
	Static Cling/p/f 10(pos 67272)	PMX	Cambridge		Ship by 1/12/95
	Shelf Talker/p/f 10 (pos 67303)	PMX	Cambridge		Ship by 1/12/95
	Mobile/p/f 5(pos 79193)	PMX	Cambridge		Ship by 1/12/95
88030	Banner Kit/p/f One Kit(pos67318)	PMX	Cambridge	4 Kits	Ship by 1/12/95
76715	Banners 6x2/p/f One per kit	PMX	BASIC	2kits	SHIP BY 1/12/95
77025	Banners 9x3/p/f one per kit	PMX	Basic	2 Kits	Ship by 1/12/95
88053	Poster kit/L/S/p/f/ 10	PMX	Basic	2 Kits	Ship by 1/12/95
88057	Mobile/Change Mats/p/f/10	PMX	Basic	2 Kits	Ship by 1/12/95
88051	Starbust Kit/L/S/p/f/50/50/50	PMX	Basic	2 Kits	Ship by 1/12/95
66631	Street Talker/p/f 1	KDC	Basic	10	Ship by 1/12/95
	Miscellaneous				
49761	Plastic Bags	KDC	Basic/Camb.	3,000	Ship by 1/12/95
	Uniforms/Golf Shirts	120 P. Ave	Basic/ Camb.	16	Ship wk. 1/16/95
	Uniforms/Jackets/L/XL	120 P. Ave.	Basic/Camb.	10	
	Out of Stock Sticker	Powerforce	Generic	50	P.F. to ship
	Menu Boards	120 P. Ave	Cambridge	50	Ship by 1/12/95
	Menu Boards	120 P. Ave	Basic	50	Ship by1/12/95
68882	Carton Display	KDC	Generic	2	Ship by 1/12/95
	Turtlenecks/ship to Lex & Harris.	120 P. Ave.	Generic	8	Ship by 1/12/95

Price statement for SPR to use w/ consumer

January 19

* take down poster announcing store sale day

Adv. campaign

1 person inside acct when slow

1/10/95

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311504	1	1
311401	3	1
311402	1	1
311404	1	1
430103	4	1
430401	8	2
430402	6	2
430404	2	1
520701	6	2
520702	1	1
520704	1	1
520801	2	1
520802	4	1
520901	1	1
520902	1	1
520903	2	1
521001	1	1
521201	1	1
43	101	49

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